

CPE – EASY AS ABC

For those of us new to the holistic and natural therapy industry the thought of studying again after only completing a grueling study load may seem like some medieval form of punishment. But continuing professional education (CPE) need not be a painful experience for the uninitiated, for those who engage in this rewarding activity it is oftentimes fun, motivating and inspiring – and definitely beneficial to any therapeutic practice.

It is only when we immerse ourselves in our new professions that we find, in order to keep our heads above water, we need to be constantly expanding our knowledge and improving on our current skills. This is what keeps us competitive in a thriving holistic and natural therapy industry, and makes our clients (and potential clients) comfortable in our care.

Do not underestimate the importance of CPE in your profession, as for most associations it will be a mandatory part of being a practitioner member. Why this is depends on the specific association but for the most part it acts as a reflection on you as a practitioner, and shows the association you are a professional therapist who takes responsibility for their education and believes in self-improvement and self-development in a personal and professional capacity. Naturally these are key qualities most associations seek in a practitioner member; it provides them with confidence that you will be a responsible member who will actively promote their mission and code of ethics.

Accumulating CPE points also improves your business. Think about what type of holistic or natural therapist you would like to see if you were a client. Would you prefer someone who completed a diploma five years ago, or someone who completed the same diploma five years ago and who has, since then, attended numerous seminars and workshops, and continued their formal education?

Those who have what a client wants or needs will naturally draw to them the most business, and this translates into financial abundance and career success. It often then places you in a unique position to be a leader in your chosen area of expertise, and with this come a new set of responsibilities but none you are unable to handle if you have already dedicated yourself to continuing your professional education and development.

CPE TOP TIPS!

Accruing CPE points is not only easy, but fun and rewarding! Check out some of the following tips to ensure you get the most out of your CPE experience:

- If you buy a book or DVD from a holistic or natural therapy supplier (such as Health and Harmony College) and want to share your opinions of it, why not write a review? You can accrue 3 points for every review you write.
- If you want to have your review, research, article published then contact or forward your material to HHA1. You will retain copyright and have the opportunity to have your material published online. All published material can accrue approximately 3 points.
- You can share your services with another practitioner in a practitioner exchange activity and accrue 1 point for every hour. For example, if you are an aromatherapist you can share your skills with another practitioner who may be a massage therapist. In this practitioner exchange they could show you simple techniques you could employ in your own services, such as gentle face massage, and you could show them how to create a relaxing aromatic blend.
- Attending a HHA1 (or non-HHA1) workshop, lecture, seminar or meeting can accrue 1 point for every hour of attendance. For example, if you attend a two hour talk on the powers of hypnotherapy, or a 3-hour dream analysis workshop, you can accrue 1 hour for every hour you attended.